

ABSTRACT

Product information notification method and product  
information notification system wherein additional  
information for a product can be modified for each user,  
5 allowing for an effective sales presentation. From a  
product information database 1 storing basic information for  
each product, basic information for a product group that a  
user wishes to look up is selected and presented to the user  
using product information presentation means 2; based on  
10 user profile information obtained by profile information  
acquisition means 4, a display parameters processing unit 5  
selects from an additional information database 3  
corresponding additional information and presents this to  
the user using additional information presentation means 6.

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